





TO : Honorable Mayor and Members of the City Commission
THROUGH : DeVoshay Johnson, Sr., Interim City Manager 
FROM : Audria V. Moore, Special Projects Coordinator 
RE : 8th Annual Highwaymen Heritage Trail Art Show and Festival
DATE : March 5, 2025

It is with great enthusiasm that I present to you a report summarizing the success of the City of Fort Pierce's 8th Annual Highwaymen Heritage Trail Art Show and Festival.

Event Details:

- The 8th Annual Highwaymen Heritage Trail Art Show and Festival took place on February 15, 2025, near Moore's Creek Linear Park in Fort Pierce.
- It was a free, family-friendly event featuring live music, a youth drumline performance, a Kid's Zone, and guided tours of the Highwaymen Heritage Trail.

Attendance and Impact:

- The event attracted over 500 attendees from throughout Florida.
- Over 80 art pieces were sold, benefiting original and second-generation Highwaymen artists, vendors, and downtown businesses.

Organizers and Support:

- The event, spearheaded by Kimberlee Henton, was organized by the City's Grants Administration Division and supported by Public Works staff, the Fort Pierce Police Department, community partners, and volunteers.

Budget Utilization:

- The event utilized \$18,976.74 of the \$20,000 allocated from the City of Fort Pierce Art in Public Places Trust Fund.

The festival highlighted Fort Pierce's dedication to preserving cultural heritage, fostering community engagement, and supporting the arts.

This event aligns with the City of Fort Pierce's Goal 5: Enjoy our community – Value the arts and culture as a community asset.

c: Arts and Culture Advisory Board

Shyanne Harnage, Director of Community and Economic Development

Donnella Clarke, Grants Administration Division Manager

Kimberlee Henton, Reporting and Grants Specialist



February 28, 2025

The City of Fort Pierce hosted its 8th Annual Highwaymen Heritage Trail Art Show and Festival. This event took place on Saturday, February 15, 2025, from 10:00 AM to 3:00 PM near Moore's Creek Linear Park, located at 435 N 7th Street. This year's family friendly free event featured live music by local artists Kayy Love Band, Emceed by local Radio Personality Mighty Michael, a drumline performance from Fort Pierce youth group Future Generations, a Kid's Zone, and 2 fully pre-registered guided tours along the Highwaymen Heritage Trail guided by Pamela Carithers, Director of Lincoln Park Main Street totaling ten stops of beautiful informative markers that capture the lives and times of these mostly self-taught local landscape artists.

The Highwaymen Heritage Trail Art Show and Festival funded through the City of Fort Pierce Arts and Culture funding and organized by City staff in the Grants Administration Division: Kimberlee Henton, Reporting and Grants Specialist, Covasky Brutus, Community Engagement Specialist, and Donnella Clarke, Grants Division Manager. Also contributing to the success of the Highwaymen Festival City of Fort Pierce Public Works staff, Fort Pierce Police Department, (Community Partner) Pamela Carithers- Lincoln Park Mainstreet, Volunteers: Heroines of Jericho - HOJ. Organization, and (Community Member) Ms. Rose Blaise.

This year's event was very successful for the Original Highwaymen artists, Second Generation Highwaymen artists, vendors, and downtown businesses as it drew a crowd of over 500 attendees from south and southwest Florida with over 80 art pieces sold at the festival.

Kimberlee L. Henton
Reporting and Grants Specialist, Grants Administration Division | City of Fort Pierce



| <u>Vendor</u> | <u>Description</u> | | <u>Balance</u> | <u>Payment Method</u> | <u>Requisition#</u> | <u>PO #</u> |
|------------------------------|------------------------------|----|----------------|-----------------------|---------------------|-------------|
| Vista Print | Flyers | \$ | 122.98 | Pcard | | |
| Treasure & Space Coast Radio | Radio Promotion | \$ | 990.00 | Check | 25004497 | |
| Comcast | Advertisement | \$ | 1,900.00 | Check | 25003480 | 250591 |
| EventMakers | Tents, Tables, & Chairs | \$ | 6,630.84 | Check | 25003681 | 250600 |
| Hi Mom Productions | DJ/ MC | \$ | 425.00 | Check | 25003700 | 250592 |
| Bounce World | Kids Zone Bounce House | \$ | 540.00 | Check | 25003684 | 250599 |
| Magic Carpet Ride | Guided Tours | \$ | 1,100.00 | Check | 25003692 | 250596 |
| WQCP 91.1 | Radio Promotion | \$ | 600.00 | Check | 25003706 | 250598 |
| Vista Print | Yard Signs | \$ | 328.27 | Pcard | | |
| Eric Hatcher | Sound, Equipment, Band, & St | \$ | 4,550.00 | Check | 25003681 | 250597 |
| Varsity Shop | Volunteer T-Shirts | \$ | 624.65 | Pcard | | |
| Gotta Go Green | Portable Restroom | \$ | 515.00 | Check | 25003701 | 250595 |
| Future Generations | Drumline | \$ | 600.00 | Check | 25003702 | 250594 |
| City of Fort Pierce | Yard Signs Permits | \$ | 50.00 | Pcard | | |

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|--------------------------|--|--|--|--|--|---------------------|
| TOTAL OF EXPENSES | | | | | | \$ 18,976.74 |
|--------------------------|--|--|--|--|--|---------------------|

Allocation #
1001111-549875